

RJ REYNOLDS

TOBACCO COMPANY

J. Campbell
Promotional Coordinator

July 28, 1997

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Mr. D. Cook
CONSOLIDATED INDUSTRIES

SEPTEMBER WINSTON BUY 2 PACKS GET 2 FREE LIGHTERS / #700649

Dear Don:

I have ordered **1200** SKUs of Winston B2G2F Lighter Sleeves / Displays (item #527552) for you to pack this promotion for McLane-Northeast. The shipping company has been instructed to call ahead prior to delivery for an appointment. Attached are the individual breakdowns for assembly of this product by state. Please request product from McLane when you are ready to begin assembling the displays.

All displays will need to be back at McLane no later than **September 2nd** in order for McLane to begin shipping displays to retail.

Displays Arrival @ Consolidated: August 14th

WINSTON	Case	
Brand Styles	Size	# Cases
Light	12M	20
Light Box	6M	40
Full Flavor	12M	20
FF Box	12M	20

Promotion Description: Utilize self-contained shipper. Shipper contains 20 B2G2F Winston Lighter sleeves. Two packs of the same brand should be loaded into each sleeve; four cartons per Display. Consumer purchases two (2) packs of Winston and receives 2 free Winston Lighters.

SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'

I appreciate your assistance, and if you have any questions, please call.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / #1610
/jc
w/ State Display List
cc: P. Cox

51844 5724

McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS**McLANE NE****SEPTEMBER: WINSTON BUY 2 GET 2 LIGHTERS FREE / PROMOTION #700649****RETAIL DISTRIBUTION DATE: 9/2/97****NUMBER OF DISPLAYS PER GROUP PER STATE**

CHAIN NAME	NO. OF STORES	# DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL # DISPLAYS	NUMBER OF DISPLAYS PER GROUP PER STATE										
				CT	DE	MA	MD	ME	NH	NJ	NY	OH	PA	RI
A-PLUS/ ATLANTIC/ SUNOCO	263	See List	345	1	2	22			3	5	80		229	3
BP OIL	45	See List	145											145
COASTAL MART	35	See List	38							9				29
COOKS CONVENIENT	6	See List	9									9		
COUNTRY FAIR	70	See List	216								7	29	180	
CONV EXPRESS	5	See List	9								9			
EXPRESS MART	36	See List	41									41		
F.L. ROBERTS	16	See List	28	11		17								
KRAUSZERS	14	See List	34	34										
MANLEY'S	8	See List	11									11		
MOBIL / ON THE RUN	105	See List	113	15		24			12	10	45		4	3
7/11 - HANDEE MART	24	See List	60					1				34	25	
7/11 - SOUTHLAND	25	See List	29	11	2		1		1	4	6			4
SUGARCREEK	79	1	79								79			
SUNRISE FOODS	17	1	17								17			
INDEPENDENTS & SMALL CHAINS	23	See List	26			4	2		2	3	11		4	
TOTALS	771		1200	72	4	67	4	0	18	31	315	63	620	6

MESSAGE CONFIRMATION

DATE: 07/29/97 TIME: 08:12

ID: BFLO RJR

DATE	TIME	TX-TIME	DISTANT STATION ID	MODE	PAGES	RESULT
07/29	08:09	03'33"	3154250461	G3-S	006	OK

51844 5726